

We Claim:

1. A method for providing offers of goods and services in the form of offers for purchase by potential customers as users of a system, utilizing an electronic communications link between the user and the offeror, comprising the steps of:
 - 5 displaying an on-screen programming guide on a visual display,
 - receiving information over the electronic communication link
 - regarding the user's interaction with the on-screen programming guide,
 - utilizing at least in part portions of the received information
 - regarding the user's interaction and determining at least one good or
 - 10 service for prospective offer to the user, and
 - offering the good or service to the user on the display.
2. The method for providing offers of claim 1 wherein the visual display comprises a television.
- 15 3. The method for providing offers of claim 1 wherein the visual display comprises a computer.
4. The method for providing offers of claim 1 wherein the visual display
20 comprises a monitor.
5. The method for providing offers of claim 1 wherein the visual display
comprises a flat panel display.
- 25 6. The method for providing offers of claim 1 wherein the information
regarding the user's interaction includes program selection information.
7. The method for providing offers of claim 6 wherein the program
selection information is utilized in determining the good or service for the prospective
30 offer to the user.

8. The method for providing offers of claim 1 wherein the electronic communication link includes a cable connection.

9. The method for providing offers of claim 1 wherein the electronic 5 communication link includes a telephonic connection.

10. The method for providing offers of claim 1 wherein the electronic communication link includes a satellite connection.

11. The method for providing offers of claim 1 wherein the electronic communication link includes a digital connection.

12. The method for providing offers of claim 1 wherein the electronic communication link includes an Internet connection.

13. The method for providing offers of claim 1 wherein the user interacts with the on-screen programming guide with a remote control.

14. The method for providing offers of claim 13 wherein the remote control 20 includes infrared signaling capability.

15. The method for providing offers of claim 1 wherein the system receives payment information.

16. The method for providing offers of claim 15 wherein the payment information includes credit card number information.

17. The method for providing offers of claim 1 wherein the user interaction with the display involves purchase of entertainment.

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18. The method for providing offers of claim 17 wherein information regarding the purchased entertainment is utilized in determining the good or service for prospective offer to the user.

5 19. The method for providing offers of claim 1 wherein the offer to the user constitutes an upsell.

20. The method for providing offers of claim 1 wherein the display device is a wireless device including a display.

10 21. A method for providing offers of a good, a service or information, utilizing an electronic communications device, between an offeror and a user of the electronic communications device, comprising the steps of:

15 receiving geographical information regarding the geographic position of the user,

determining the identity of the user,

utilizing at least in part the geographic position of the user and the identity of the user to determine an offer for a good, service or information, and

20 offering the item to the user.

22. The method of claim 21 wherein the electronic communication device is a wireless device.

25 23. The method of claim 22 wherein the wireless device is a wireless phone.

24. The method of claim 21 wherein the geographic position information is determined by global positioning satellite (GPS).

30 25. The method of claim 21 wherein the geographical position information is determined by base station position.

26. The method of claim 21 wherein the electronic communications device
is wired.

27. The method of claim 26 wherein geographic information regarding the
position of the wired device is predetermined.

28. The method of claim 21 wherein the geographic position information is
determined based on the user's telephone number.

10 29. The method of claim 28 wherein the geographic position information is
determined from a database utilizing the user's telephone number.

15 30. The method of claim 28 wherein the geographic position information is
determined from a network.

31. The method of claim 28 wherein the geographic position information is
determined from the user's accessing of a network.

20 32. The method of claim 31 wherein the position information is utilized to
obtain information regarding an attribute of the geographic position.

33. The method of claim 32 wherein the user accesses an automated teller
machine (ATM).

25 34. The method of claim 21 wherein the position information is utilized to
obtain information regarding an attribute of the geographic position.

J 35. The method of claim 34 wherein the attribute information is utilized in
determining the offer.

30 ✓ 36. The method of claim 21 wherein the offer comprises a coupon.

✓ 37. The method of claim 21 wherein the offer is time limited.

✓ 38. The method of claim 37 wherein the offer expires at a certain time.

✓ 5 39. The method of claim 21 wherein the offeror system contacts the user via
the electronic communications device.

✓ 10 40. The method of claim 21 wherein the determination of an offer is subject
to negative decision criteria.

✓ 15 41. The method of claim 21 wherein the geographic position information is
input by the user.

✓ 42. The method of claim 21 wherein the offer is made orally to the user.

✓ 43. The method of claim 21 wherein the offer is made visually to the user.